

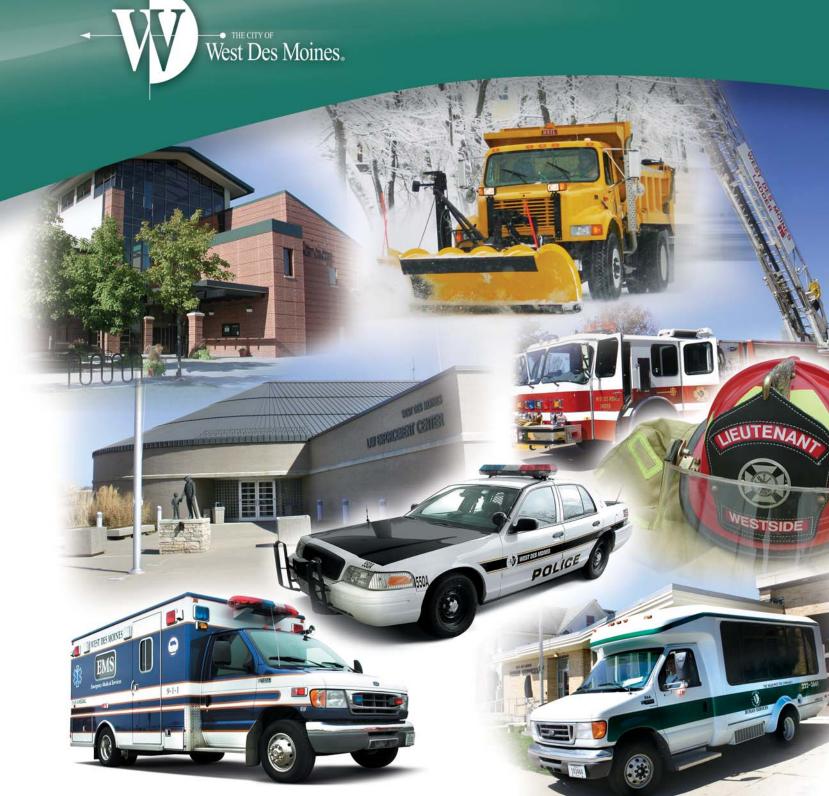
West Des Moines Citizen Survey Results 2006

We take pride in providing **EFFECTIVE**, **DEPENDABLE** services while striving to achieve **EXCELLENCE** through **VISION** and **INNOVATION**.

For more information, the executive summary of DirectionFinder Survey is posted on the City of West Des Moines website at **www.wdm-ia.com**. A complete report can be attained through the City Manager's Office at **222-3610**.



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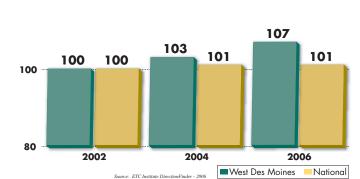
### **DirectionFinder Survey**

The City of West Des Moines conducted its third DirectionFinder Survey in the fall of 2006. This survey, developed and administered by the third party ETC Institute, assesses citizen satisfaction with the delivery of major City services. It also helps determine priorities for the community as part of the City's ongoing planning process. The survey has been conducted every two years since 2002, each time with a random sample of approximately 400 phone respondents. The results have a 95% level of confidence.

### **OVERALL RATINGS**

#### **Overall Satistaction Index**

2002 thru 2006
derived from the mean overall satisfaction rating provided by residents
Year 2002 = 100

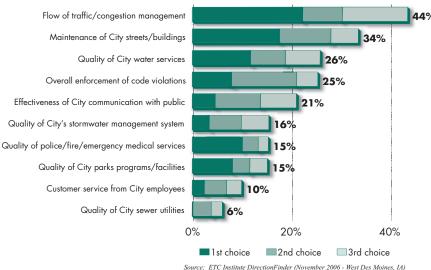


The Overall Satisfaction Index for the City of West Des Moines increased by seven points since 2002, compared to an average one point increase for all cities in the ETC Institute's DirectionFinder database. This index takes into account all major categories of city services assessed.



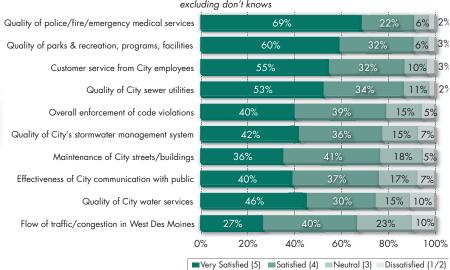
# Services That Residents Think Are Most Important for the City to Provide

by percentage of respondents who selected the item as one of their top three choices



# Overall Satisfaction With City Services by Major Category

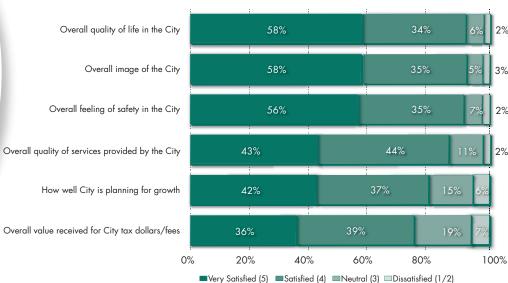
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows





# Satisfaction with Items That Influence the Perception Residents Have of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

### Satisfaction with Various Aspects of Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows

•	excluding don't knows		
How quickly fire fighters respond to emergencies	63%	29%	6% 2%
Overall quality of local fire protection	63%	29%	6% 2%
How quickly emergency medical services respond	62%	30%	7% 2%
Quality of emergency medical services	62%	28%	8% 3%
Overall quality of local police protection	59%	31%	8% 3%
How quickly police respond to emergencies	59%	28%	9% 4%
Overall competence of Police Dept employees	53%	34%	11% 2%
Quality of fire prevention education	52%	33%	12% 2%
ergency medical involvement/community awareness	48%	36%	13% 3%
Officers' attitudes and behavior towards citizens	53%	31%	12% 5%
Enforcement of local traffic laws	40%	39%	17% 4%
0%	20% 40%	60% 80%	100%
_	Very Satisfied (5) Satisfied (4)	1) Neutral (3) Disc	satisfied (1/2)

■Very Satisfied (5) ■Satisfied (4) ■Neutral (3) □Dissatisfied (1/2)

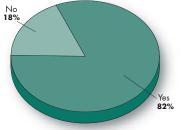
Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)











# Satisfaction with Various Aspects of Parks and Recreation

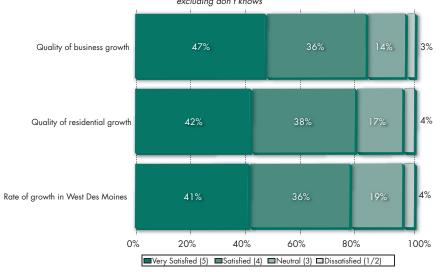
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows

Maintenance of City parks	629	%	20	9% 6% 3%
Raccoon River Park Nature Lodge	6	68%		22% 7% 2%
Raccoon River Park Softball Complex	63	%	2	7% 8% 2%
City Aquatic Centers	629	%	28	3% 7% <b>4</b> %
Outdoor athletic fields	53%		35%	10% 2%
The number of City parks	59%		28%	6 8% 5%
The City's special events programs	53%		33%	11% 3%
Overall quality of programs	47%		38%	12% 3%
Number and quality of greenway areas	50%		35%	11% 4%
Ease of registering for programs	47%		37%	11% 5%
The City's youth recreation programs	47%		36%	14% 3%
Walking and biking trails in the City	54%		30%	6%
Adult recreation programs	46%		34%	17% 3%
The City's senior citizen recreation programs	47%		32%	15% 6%
West Des Moines Community Center	47%		32%	16% 5%
City Park Restrooms and Shelters	43%		35%	15% 7%
Fees charged for recreation programs	41%		37%	16% 6%
Accessibility to desired destinations	44%		32%	17% 8%
0%	20%	40%	60%	80% 100%



### Satisfaction with Various Aspects of City Growth

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



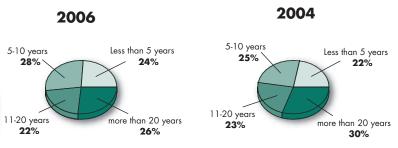


Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

# Demographics: How Many Years Have You Lived in the City of West Des Moines?

by percentage of respondents

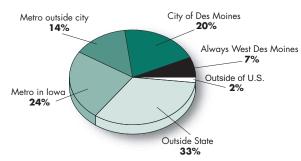




Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

### Where Did You Live Prior to Moving to West Des Moines?

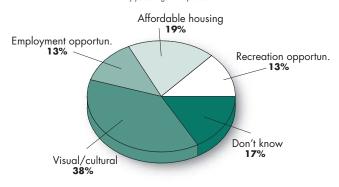
by percentage of respondents



Source: ETC Institute DirectionFinder (November 2006 - West Dec Moines 14)

### Which One Thing Would You Change About West Des Moines to Improve Your Quality of Life?

by percentage of respondents



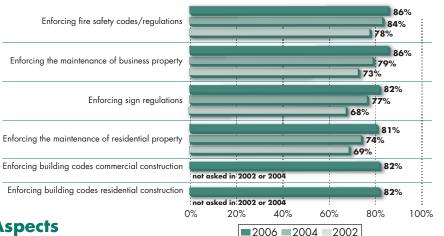
Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, I.

#### **Satisfaction with Code Enforcement**

- 2006, 2004, 2002

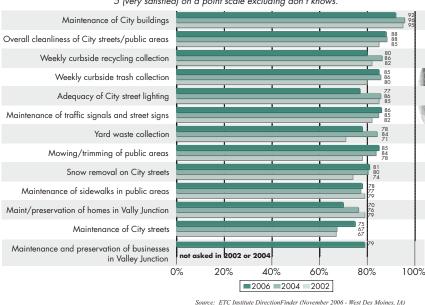
by percentage of respondents who rated the item as a 4 (satisfied) or 5 (very satisfied) on a point scale excluding don't knows.





### **Satisfaction with Various Aspects** of City Maintenance - 2006, 2004, 2002

by percentage of respondents who rated the item as a 4 (satisfied) or 5 (very satisfied) on a point scale excluding don't knows.



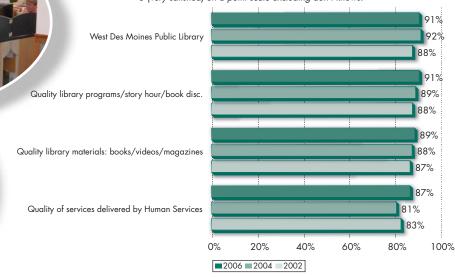




Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

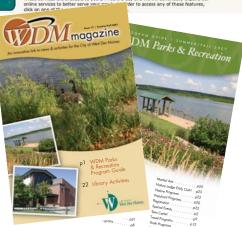
### Satisfaction with Various Aspects of Library and Human Services - 2006, 2004, 2002

by percentage of respondents who rated the item as a 4 (satisfied) or 5 (very satisfied) on a point scale excluding don't knows.



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

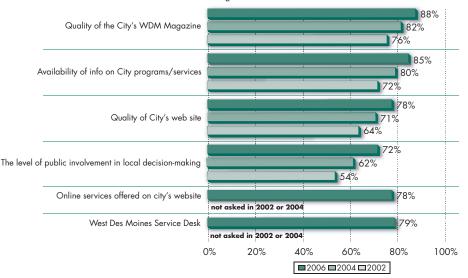




**BENCHMARKING** 

### Satisfaction with Various Aspects of **City Communications** - 2006, 2004, 2002

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines. IA)

### **Perceptions Residents Have of** the City in Which They Live

2006

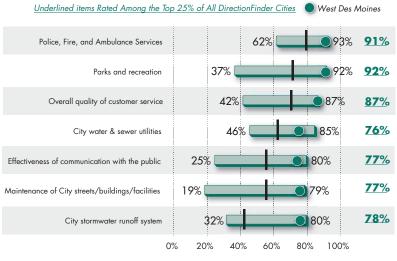
Since 1999, ETC Institute has administered the DirectionFinder survey in more than 130 cities in 23 states. West Des Moines is benchmarked against survey results from 20 medium sized cities (population of 20,000 to 199,999) surveyed between July 2004 and July 2006. The City of West Des Moines is above the mean score in 29 of 29 categories; in the top 25% in 28 of 29 categories; and received the highest ranking in 11 (or 38%) of 29 categories.

### by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows <u>Underlined items Rated Among the Top 25% of All DirectionFinder Cities</u> West Des Moines Overall image of the City Overall quality of life in the City 28% Overall value received for your tax dollars 20% **75%** 40% 60% LOW----MEAN----HIGH

### **Overall Satisfaction With City Services**

2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows



LOW-----MEAN-----HIGH Source: ETC Institute DirectionFinde

